UNITED STATES DEPARTMENT OF

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NEWS

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BUREAU OF THE CENSUS

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FOR WIRE TRANSMISSION 2:30 P.M. EST, Wednesday, March 10, 1982

CB-32-36

INTENTION TO REVISE RETAIL SALES ESTIMATES: The unadjusted and adjusted monthly retail sales estimates will be revised utilizing the results from the 1980 Annual Retail Trade survey. Revised estimates for the period January 1978 through February 1982 are scheduled for release the week of March 22, 1982. Estimates shown in this report do not reflect this revision.

The Bureau of the Census, U.S. Department of Commerce, announced today that total sales of retail stores in February after adjusting for seasonal variations and trading-day differences, but not for price changes, were estimated at \$87.6 billion. This adjusted figure was 1.6 percent above January and 1.9 percent higher than February a year ago. The adjusted February estimate excluding the automotive group was 1.1 percent above January and 2.8 percent above February of last year

Adjusted sales of durable goods stores were about 3.0 percent above January while sales of nondurable goods stores increased 1.0 percent. Compared with sales for February 1981, durable goods stores sales decreased 3.4 percent while nondurable goods stores increased 4.3 percent.

The revised estimate of retail sales for January 1982 based on preliminary results from a full sample of retail stores was about \$86.2 billion, virtually unchanged from the January advance estimate published earlier. Seasonally adjusted preliminary sales for January were about 1.5 percent below December but 0.8 percent above January 1981. Excluding the automotive group, retail sales were 0.7 percent below December but 1.7 percent above January 1981. For non-durable goods stores, adjusted January sales were 0.6 percent lower than December, but 3.5 percent above January 1981. For durable goods stores, January adjusted sales were 3.5 percent below December and 4.9 percent below January 1981.

The advance sales estimates are based on early reporting of sales by a small subsample of the Bureau's retail survey panel. Because of the early reporting, the advance estimates can differ from the subsequent estimates which are based on monthly reports obtained from the full sample of retail stores. In addition, sampling variability between the subsample used for the advance estimates and the full sample can cause a difference. For most months, such differences have been reduced by modifying the advance estimates prior to publication on the basis of the relationship between the advance and full-sample data for previous months.

Percentage differences between advance and full-sample preliminary estimates of month-to-month percentage change in seasonally adjusted total retail store sales have ranged from approximately -1.5 percent to +0.9 percent with the average of the absolute differences about 0.7 percent for the past 12 months. For individual kind-of-business groups, these differences tend to be higher. Sampling variability of and revisions to advance-to-preliminary estimates are shown in table 4 on the last page of this report.

Preliminary estimates for January 1982 and final estimates for December 1981 based on the full sample will be published later this month in the Monthly Retail Trade Report for January (BR-82-01). The complete report will provide sales estimates in greater detail and will present a description of revisions, and the techniques used in developing the estimates. In addition, the completed report will include approximate measures of sampling variability.

The Advance Monthly Retail Sales Report for March is scheduled to be released April 12, 1982 at 2:30 p.m.

ESTIMATED MONTHLY RETAIL SALES FOR THE UNITED STATES JANUARY 1980—FEBRUARY 1982

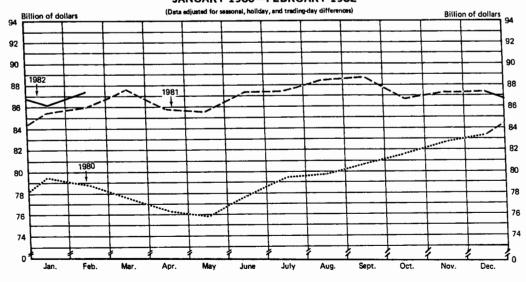


Table 1. Estimated Monthly Retail Sales by Kind of Business for the United States

(Sales in millions of dollars)

	Not adjusted Adjusted¹										
1972	Kind of business	1982 1981				198		1981			
SIC code		Feb. ² Jan.		Dec. Feb		Jan.	Feb. 2	Jan.	T		T
		advance	prelim.	final	100.	3011.	advance	prelim.	final	reb.	Jan.
	Retail trade, total	75,693	77,279	106,441	74,321	77,361	87,552	165, 86	87,444	85,961 ^r	85,463
	Total (excl. automotive group)	61,604	64,589	92,612	59,951	64,010	72,448	71,675	72,182	70,495	70,498
	Durable goods stores, total	23,184	21,912	29,045	23,857	23,239	26,538	25,756	26,694	27,479 ^r	27,075
52	Building materials, hardware, garden										
521,3 525	supply, and mobile home dealers Building materials and supply stores Hardware stores	2,956 (*) (*)	2,947 1,940 626	3,689 2,324 875		3,351 2,360 565	3,994 (*) (*)	3,973 2,625 806	3,920 2,626 724	4,596 3,233 738	4,596 3,246 731
55 ex. 554 551,2,5,	Automotive dealers	14,089	12,690	13,829	14,370	13,351	15,104	14,490	15,262	15,466 ^r	14,965
6,7,9 551 553	motive dealers	12,648 (*) (*)	11,173 9,961 1,517	10,719	11,711	11,926 10,726 1,425	(*)	12,726 (NA) 1,764	13,576 (NA) 1,686	13,754 ^r (NA) 1,712	13,355 (NA) 1,610
57 571 5722,32 5722	Furniture, home furnishings, and equipment stores Furniture and home furnishings stores Household appliance, radio, and TV stores Household appliance stores	3,218 (*) (*) (*)	3,352 2,022 1,048 457	2,59 1,742	2,020 976	2,152 1,074	(*)	2,217 1,159	3,818 2,260 1,228 (NA)	3,888 2,319 1,163 (NA)	4,016 2,404 1,201 (NA)
	Nondurable goods stores, total	52,509	55,367	77,39	50,464	54,122	61,014	60,409	60,750	58,482	58,388
53 531 533 539	General merchandise group stores Department stores Variety stores Miscellaneous general merchandise stores.	7,376 6,024 (*) (*)	6,128	16,08 4 1,44	3 5,783 5 557	5,873 7 566	8,743	8,655 732	8,708 750	10,306 8,381 770 1,155	9,994 8,070 775 1,141
54 541	Food stores									19,112 17,632	19,072 17,601
554	Gasoline service stations	7,722	8,18	5 8,65	2 7,61	6 8,04	7 8,670	8,726	8,558	8,596	8,497
56 561	Apparel and accessory stores	2,909	3,31	9 6,66	2 2,91	1 3,27	9 4,00	1 3,996	3,965	4,022	3,945
562,3,8	stores Women's clothing, specialty stores,	1		_ -/		4 56			643	681	642
565 566	furriers Family clothing stores Shoe stores	• (*) 65	6 1,53	56	7 64	4 (+	(NA)	(NA)	(NA)	(NA)
58	Eating and drinking places	1									,
591	Drug stores and proprietary stores	1				1					
592	Liquor stores	. (*) 1,29	7 2,0	44 1,19	5 1,2	75 (*) 1,43	0 1,462		
53,56,57 594,596 (pt.)		. (*	16,8	15 37,8	68 15,8	52 16,69	96 (*	·) (NA	.) (NA) (NA)	(NA)
53,56,57 594	, GAF ³	. (*	16,4	30 37,1	58 15,4	45 16,3	08	(NA	(NA) (NA	

NOTE: Totals include data for kinds of business not shown separately.

^{*}Advance estimates are not available from the subsample panel for these kinds of business. NA Not available.

Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-82-01.

²Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on

the full sample.

3GAF represents stores which specialize in department store types of merchandise. Data for mail-order catalog desks located within

The February 1981 seasonal adjustment factor for motor vehicle and miscellaneous automotive dealers has been revised to reflect unadjusted sales data through June 1981. Factors based on comparable data for 1981 for all kinds of business are available upon request

Table 2. Percent Change in Estimated Monthly Retail Sales by Kind of Business for the United States

(Adjusted for seasonal variations, holiday, and trading-day differences)

1972 SIC code		Percent change							
	Kind of business	Feb. 19		Jan. prelimina	1982 ry from	Dec. 1981 through Feb. 1982			
		Jan. 1982 preliminary	Feb. 1981 final	Dec. 1981 final	Jan. 1981 final	Sept. 1981 through Nov. 1981	Dec. 1980 through Feb. 1981		
	Retail trade, total	+1.6	+1.9	-1.5	+0.8	-0.5	+2.5		
	Total (excl. automotive group)	+1.1	+2.8	-0.7	+1.7	+0.2	+3.0		
	Durable goods stores, total	+3.0	-3.4	-3.5	-4.9	-2.7	-1.9		
52 55 ex. 554		+0.5 +4.2	-13.1 -2.3	+1.4 -5.1	-13.6 -3.2	-2.5 -3.8	-11.6 0.0		
51,2,5, 6,7,9	Motor vehicle and miscellaneous auto- motive dealers	+4.5	-3.3	-6.3	-4.7	-4.3	-0.8		
57	Furniture, home furnishings, and equipment stores	+1.7	-4.0	-3.9	-8.6	-2.4	-4.3		
	Nondurable goods stores, total	+1.0	+4.3	-0.6	+3.5	+0.4	+4.5		
53 531 54 541	General merchandise group stores Department stores Food stores Grocery stores	+1.0 +1.2	+3.2 +4.3 +6.6 +7.5	-2.2 -0.6 -2.0 -2.0	+5.0 +7.1 +5.6 +6.4	+0.1 +0.5 +0.4 +0.5	+4.8 +6.1 +6.6 +7.3		
554 56 58 591	Gasoline service stations	+0.1 +2.5	+0.9 -0.5 +4.7 +6.4	+2.0 +0.8 +0.7 -1.4	+2.7 +1.3 +2.1 +2.3	+0.6 -0.3 +0.6 -0.3	+2.3 +1.8 +4.2 +4.9		

Table 3. Estimated Monthly Retail Sales of Group II Companies by Kind of Business for the United States:

(Sales in millions of dollars)

1972 SIC code	Kind of business		Not adjusted		Adjusted ¹			
		Jan. 1982 preliminary	Dec. 1981 final	Jan. 1981	Jan. 1982 preliminary	Dec. 1981 final	Jan. 1981	
	Retail trade, total	26,147	43,292	25 , 0 8 0	30,232	30,748	28,474	
53 531 533 539	General merchandise group stores Department stores Variety stores Miscellaneous general merchandise stores.	6,591 5,830 400 361	17,583 15,234 1,144 1,205	6,314 5,564 414 336	9,374 8,258 559 (NA)	9,479 8,288 578 (NA)	8,761 7,696 572 (NA)	
54 541	Food stores	10,761 10,609	11,945 11,606	10,281 10,153	(NA) 10,483	(NA) 10,806	(NA) 9,810	
56 562,3,8	Apparel and accessory stores		2,478	979	1,463	1,416	1,328	
566	furriersShoe stores	390 321	961 531	384 251	563 411	552 365	538 317	
91ز	Drug stores and proprietary stores	1,340	2,188	1,317	1,427	1,436	1,39	

Note: The Group II component of the sample consists of companies which had 11 or more retail establishments according to the most recent update of multi-establishment files and which were selected with certainty (i.e., their sales size exceeded specified dollar volume cutoffs which vary by kind of business).

¹Data adjusted for seasonal variations, holiday, and trading-day differences. (See Explanatory Material in the Monthly Retail Trade Report, BR-82-01).

U.S. Department of Commerce **BUREAU OF THE CENSUS** Washington, D.C. 20233

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Table 4. Sampling Variability of and Revision to Advance-to-Preliminary Estimate

SIC code	Kind of business	of v	riation the ad	coefficient in percent vance-to- ry ratio	Preliminary-to-final percent change minus the advance-to-preliminary percent change				
		Range ¹		Median	Range ²		Mean	Average of absolute	
		From	То	median	Prom	То	Mean	difference	
	Retail trade, total	0.6	0.8	0.7	-1.54	+0.94	-0.18	0.69	
	Total (excl. autmotive group)	0.7	0.8	0.7	-3.12	+2.82	-0.38	0.57	
	Durable goods stores, total	1.2	2.0	1.6	-3.59	+4.63	-0.14	1.55	
52 55 ex. 554 551,2,5,	Building materials, hardware, garden supply, and mobile home dealers	1.5	3.6	1.8 2.05	-4.10 -4.62	+3.70 +7.79	-0.39 +0.67	2.07 2.63	
6,7,9	motive dealers	1.0	1.8	1.45	-5.47	+4.04	+0.55	2.71	
57	Furniture, home furnishings, and equipment stores	1.7	4.2	2.25	-4.37	+2.97	-0.61	1.99	
	Nondurable goods stores, total	0.5	0.7	0.6	-1.24	+0.54	-0.31	0.46	
53 531 54 541	General merchandise group stores Department stores Food stores Grocery stores	0.3 0.1 1.2 0.4	0.7 0.4 1.5 0.5	0.45 0.35 1.5 0.45	-3.03 -2.36 -1.65 -2.61	+2.04 +3.23 +1.54 +2.50	+0.05 +0.18 -0.23 -0.38	1.24 1.29 0.77 0.86	
554 56 58 591	Gasoline service stations	1.2	1.5 2.9 1.2 1.9	0.95 1.75 1.05 0.55	-2.32 -1.92 -2.35 -1.09	+0.50 +1.19 +2.33 +0.99	-0.83 -0.33 -0.13 -0.15	1.04 1.06 1.39 0.68	

Note: See Appendix B, Reliability of Data, in the Monthly Retail Trade Report for a discussion on the measures of sampling variability.

12-month period, January-December 1981.



¹The ranges of sampling variability shown are based on sales estimates unadjusted for seasonal variations, holiday, and trading-day differences for the data months of July-December 1981.

The ranges shown are based on sales estimates adjusted for seasonal variations, holiday, and trading-day differences for the